



THE FAS LETTER

AROUND THE WORLD WITH THE AGRICULTURAL ATTACHE SERVICE

February 1970

FAIR-TIME FROM LONDON TO THE ARABIAN PENINSULA

FAS-sponsored food shows for 1970 have kept attaches in exhibit areas and Trade Fair Division personnel busier than usual in recent weeks, working out the many details that go into putting on a good show.

The annual Fair season opened last month in Attache Dave Hume's area, with an international catering show at London's Hotelympia. Galen Yates managed this exhibit, assisted by Billie Tovell as assistant manager and information officer. Lending a hand from the agricultural office was Assistant Attache Bill Scholz.

In Milan, Ag Officer John Glew was the guiding hand at the U.S. Trade Center show which featured livestock products.

Now in progress in Attache Brice Meeker's territory is the international ROKA show at Utrecht. A total of 37 U.S. companies and four cooperators are participating in this event, with Bob Francis on deck as manager and Duane Nelson serving as trade development and evaluation officer. Billie Tovell is assistant manager and Wally Lindell of the Foreign Market Information Division is on hand as information officer.

Two new locales are included in the FAS food exhibit schedule this fiscal year. In late March, a four-day show will officially introduce a variety of U.S. food products to the trade in Kuwait. Jules Renaud is manager of this event, assisted by Herb Ford of the Dairy and Poultry Division. Wally Dudney, Foreign Market Information, will serve as information officer.

A similar show will be held in Jeddah in early April under the management of former Attache Dan Sheppard, assisted by Herb Ford and Wally Dudney.

Additional shows are scheduled for the fall season.

AT THE SALZBURG FOOD SHOW ... Alan Trick, ag attache in Bern, Switzerland, and Leopold Hejkrlik, local employee and ag specialist at the U.S. Embassy in Vienna, look over a brochure at the recent trade fair exhibit in Salzburg. The attractive Thanksgiving theme decorations used in the show can be seen in the background.

STOCKHOLM HEADS LIST FOR IN-STORE PROMOTION

FAS point-of-purchase promotions mean lots of preliminary planning and arrangements on the part of both attaches and Trade Fair Division planners ... and in recent weeks, Attache Jim Lankford and his staff have been busy as beavers in Stockholm, working out arrangements for the largest of the 1970 programs of this kind. Participating in the Stockholm program, which opened on January 28, will be stores that conduct about one-half of Sweden's retail food business.

Sweden, however, is not the only place where "point of purchase" activity is a current item on the attache calendar. In ten or more European and Asian countries, attaches are occupied with plans for this type of promotion in department stores and supermarkets. Belgium, Germany, Japan, Denmark, Norway, Switzerland, and the United Kingdom are all scheduled to have promotions in 1970, and negotiations are in progress for similar events in Austria and Ireland.



GOODBYE TO DAILY DEADLINES!

Ken Olson, who has headed the public information work of FAS since the agency was established in 1953, retired in February. He has chalked up more than 32 years of Federal service, practically all of it with Agriculture.

Ken began his USDA career as an information specialist for the Department, first in Oregon, later transferring to Washington, D.C. After military service from 1943-46, he returned to USDA/Washington, where he joined the Office of Foreign Agricultural Relations, FAS's predecessor, in 1949 as assistant head of information. He was promoted to division head in June 1952, when Jim Howard left information work for the attache service.

A South Dakotan by birth, Ken holds a B.A. from Jamestown College, North Dakota, and an M.A. in journalism from the University of Michigan. His journalistic career began as a reporter in North Dakota, followed by two years as associate editor of the *Pendleton East Oregonian*.

Even though he is joining the ranks of the retired, Ken is not putting his public relations talents into mothballs. He will be a PR consultant to Great Plains Wheat and plans to do free lance writing, as well as to expand his photographic hobby.

The FMI division lost two other staff members in February—Elma Van Horn and Mary Nicolini Rudbeck, both associate editors of *Foreign Agriculture*. Elma and her husband moved to their retirement home near Sarasota, Florida. Mary plans to do free lance writing and keep house for her husband, Jim, a marketing specialist in the Grain and Feed Division.

TEXAS TRAIL FOR JOHN WENMOHS

Attache John Wenmohs, recently back from Tel Aviv, headed for Texas last month. John was anticipating the joys of retirement at Marble Falls, deep in the heart of the Lone Star State.

A product of Texas A. & M., Attache Wenmohs' long career as an agricultural economist began with the Texas Agricultural Extension Service in 1934. He served as a livestock specialist with UNRRA from 1944-47, and later went to Warsaw as an economic officer for the Department of State. Since 1960 he has been assigned to ag attache posts in Lagos, Hong Kong, and Tel Aviv.



CALLING THE FIELD



With mailbox bare,
And photos few,
Press-time at hand . . .
O, what to do!

To every land
We send this call —
News round-up time
For one and all!

So — what goes on
On distant shores —
What family fun?
What office chores?

What trips afield?
What projects new?
In leisure hours
What do you do?

Field staffers all —
Don't hesitate!
Your news is welcomed —
Don't be late!

The *Letter* thrives
On news from you . . .
And send along
Those photos, too!

WHEN THE WIND BLOWS . . . That strange-looking mound is dust—and the two fellows who are looking it over are Moscow's Ag Attache Roger Euler and his assistant Bob Svec. They came upon this unusual "dust drift" last spring about 50 miles south of Kharkov. Roger says that wind erosion was rather severe in the Northern Caucasus area last year, and extended into the Ukraine. Judging from Bob's immaculate white shirt, the wind wasn't blowing when this photo was taken!



PROFESSIONAL DEVELOPMENT PROGRAM PARTICIPANTS . . . "The Ten-Year Challenge for FAS" was the theme of the 9th Professional Development Orientation Program conducted by FAS/W in 1969. Sessions covered the major problems facing FAS in this decade, how these problems will be overcome, and the role that participants in the program will have in meeting this challenge. There were 18 participants in the program, representing varied areas of FAS activity. Pictured here is the group at a session presided over by former Assistant Attache Alex Bernitz (Bonn); Deputy Assistant Administrator Dick Smith of the Attache service, and Joe Phillips, director of the Personnel Division.

Standing (left to right): Philip Mackie, Commodity Programs; James Flint, Office of Assistant Administrator, Management; Andrew Bellingham, Grain and Feed Division; Roger Puterbaugh, Grain and Feed Division; John Williams, Office of Assistant Administrator, Management; Mr. Bernitz; Mr. Smith; Mr. Phillips; Jimmy McNease, formerly of the Fruit and Vegetable Division; Alan Riffkin, Sugar and Tropical Products; Ted Horoschak, Fruit and Vegetable Division; Michael Hall, Trade Policy Division; Philip Holloway, Office of Assistant Administrator, Management; Dugger Harris, Livestock and Meat Products Division; and John Hopkins, Grain and Feed Division.

Seated (left to right): Patty Shannon, Foreign Market Information Division; Suzanne Wright, Livestock and Meat Products Division; Linda Portu, Management Services Division; Diana Flood, Operations Analysis Division; and Ann Barr and Margaret Weekes, Foreign Market Information Division.

KINSHASA'S INTERNATIONAL ROMANCE

Attache Verle Lanier and Miss Tuncay Eraybar chose Christmas Day to announce their engagement in Kinshasa, where Verle is stationed. Plans for a spring or summer wedding are under way.

The future Mrs. Lanier is a third country national who is presently employed as a secretary in the USAID program office in Kinshasa. She is a Turkish citizen and has been living in Kinshasa with her parents, Major General and Mrs. Suat Eraybar, for the past two years. General Eraybar is an advisor to President Mobutu and the Congolese Air Force. A brother of Tuncay is a U.S. citizen living in Akron, Ohio.

TRADE PROJECTS VISITORS

Francis Harrell and Bob Wicks of Trade Projects Division, FAS/W, packed their bags and headed for London on January 21 on the first lap of a five-week trip that will take them to attache posts in Rome, Athens, Tehran, New Delhi, Bangkok, Manila, Taipei, Tokyo, and Hong Kong. Conferences are being held with attache and market development cooperator staffs, as well as Embassy personnel, on market promotion administrative work.

A similar survey of administrative activities in Western European posts will be made in the near future by Dick Passig and Keith Vice, also of Trade Projects Division.



FORD MILAN ACCOMPANIES ANGOLA-MOZAMBIQUE TEAM

Attache Ford Milam of Lisbon and Marketing Specialist Claude Dobbins, Livestock and Meat Products Division, FAS/W, recently accompanied a livestock team of five government officials from Angola and Mozambique on a three-week tour, with an itinerary that included stops in Florida, Louisiana, Arkansas, and Texas. Brahman and Santa Gertrudis cattle associations and breeders in each area welcomed the group and assisted in making the trip an informative experience, providing the visitors with a firsthand look at the Brahman and Santa Gertrudis cattle industry in the U.S.

Team members from Angola were Dr. Sousa Dias, Provincial Secretary for Rural Development; Dr. Manuel Guerra, Chief, Livestock Development; and Engineer Llidio Lourenco, Chief, Pasture Research and Development. Mozambique was represented by Engineer Jose Santareno, Provincial Secretary for Rural Development; and Dr. Fernando Paisana, Director, General Veterinary Services.



THANKSGIVING TRADITION IN NORFOLK . . . An honored guest at the annual Thanksgiving dinner of the Norwich and Norfolk Branch of the English-Speaking Union was Attache David Hume of London. The Royal Hotel in Norfolk was the scene for this gathering, at which W. Rowan Hare, President of the Union's Norwich and Norfolk Branch, offered the Loyal Toast, including the President of the United States. This was followed by Attache Hume's toast to the English-Speaking Union. Here we see (left to right): Sir Frank Roberts, G.C.M.G. and G.C.V.O., formerly U.K. Ambassador to West Germany and the USSR; W. Rowan Hare; Mrs. Hare; Attache and Mrs. Hume.

WHEAT TRADE MISSION TO JAPAN, KOREA, PHILIPPINES

A five-man wheat team has recently returned from a two-week trade mission which included stops in Japan, Korea, and the Philippines. The team was headed by Cliff Pulvermacher, general sales manager of Export Marketing Service. Other members of the mission were Charlie Pence, director of the EMS Grain Division; Clancy Jean, director, FAS Grain and Feed Division; Bill Fisher, vice-president of Cargill, Portland, representing the export trade; and Dick Baum, vice-president of Western Wheat Associates.

Ag Attaches Elmer Hallowell and Fred Traeger worked with Western Wheat Associates offices in Tokyo and Manila to arrange for the team's activities in these posts.



WHAT'S NEW IN RICE — JUST ASK BOB BIEBER!

When FAS/W Rice Marketing Specialist Bob Bieber takes off on his annual globe-circling market survey, a warm welcome awaits him when he touches base with ag attache offices along the way. Wherever rice is grown and consumed, Bob is a familiar figure and the Grain and Feed Division crew, as well as other FAS co-workers, know that when he returns to his desk in Washington, a graphic and informative account of his observations will be forthcoming.

For the past three years, the U.S. Embassy in Rangoon has been included on Bob's itinerary. Here, too, he is a welcome caller. Since there is no agricultural attache office in Burma, Bob's stopover here calls for a session with the Ambassador and top Embassy officers, in addition to courtesy calls on Burmese officials and meetings with Foreign Ministry and other officials.



Ken Nuernberg, Livestock and Meat Products Division, left in early January bound for Tokyo, Osaka, Hong Kong, Singapore, Bangkok, Tel Aviv and Paris. In addition to meeting with the restaurant trade in these areas for discussions on the promotion of U.S. food products, Ken reviewed the results of recent international trade fairs and food shows. He returned to FAS/W in mid-February.

QUITE A CUP, BILL! . . . Bill Dobbins took time out from his recent duties as acting agricultural attache in Rome to win the American Embassy Invitational Golf Tournament. Bill requested that in reproducing this photo, the cup be reduced in size in order not to scare off his stateside competitors. Unfortunately, the results weren't too successful—but all bold challengers are urged to speak up!



A PAUSE IN THE DAY'S OCCUPATIONS . . . The ag staff in Copenhagen ushered in the Christmas season by indulging in a special morning "coffee break" . . . except that they chose to treat themselves to a pitcher of Florida orange juice mixed with grapefruit juice from Texas—accompanied by generous helpings of "Wienerbrot", complete with California raisins! From left to right: Judy Anthon, ag clerk; Attache Harlan Dirks; and Ag Specialists Irene Rolner and G. Halling Nielsen.

GLENN TUSSEY JOINS EMS COMMODITY STAFF

Glenn Tussey, director of the Cotton Division, FAS/W, transferred in January to the Commodity Exports Division of the Export Marketing Service, where he heads the Cotton, Dairy, and Oilseeds Division.

Glenn's USDA service began in 1949, when he joined the North Carolina Extension Service. He was a cotton marketing specialist with the Agricultural Marketing Service and an economist with the Federal Extension Service prior to joining FAS in 1961 as head of the Cotton Division's foreign marketing branch.

From 1966-68, Glenn served as assistant agricultural attache for market development in Rome. He was called back to Washington to head the Cotton Division following Bob Sherman's retirement two years ago.

PADOVANO-ALDER WEDDING

Frank Padovano, assistant attache in Paris, is the latest newlywed in the FAS field ranks. Frank's bride is the former Kathleen ("Kathy") Alder, who has been employed by a U.S. law firm in Paris. The marriage took place in Pittsburgh on December 20, after which the Padovanos enjoyed a Jamaica honeymoon.



A BOY AND A BOOK . . . Wilma Meeker, wife of Attache Brice Meeker, spends a half-day each week as a volunteer worker at the International School Library in the Hague. Here she is busy checking out some reading matter to one of her youthful customers.

ROAMING AROUND

The household of Mrs. Sunantha Pakunpanya, agricultural clerk in the Bangkok office, welcomed a baby girl on October 30, 1969. Krissaree, who is the first child of the Pakunpanyas, has been nicknamed "Judy." Momma Su is now back at work in the office of Attache William von Seggern.

Lucille Sargent, former secretary in Madrid, reported to Bonn for TDY in mid-January. Lu enjoyed home leave in her native Utah, where family and friends had the welcome mat in readiness and such goodies as homemade divinity fudge were provided in abundance. She reports that a considerable amount of her time at home was spent in "kissing kinfolks."

Queen Johnson, secretary in Attache George Parks' office in Bonn, returned to FAS/W on February 1 for home leave and reassignment.

Welcome to Hermanus Cornelius Germishuis, new agricultural assistant in Attache Bill Hatch's Pretoria office. He replaces Adries J. Ferreira, who has resigned.

Abdul Sjukur Rachim, agricultural clerk in Attache Jerry Kuhl's office in Djakarta, was recently promoted.

A promotion also went to Jacques Laruelle, agricultural assistant in Attache Harold Koeller's office in Brussels.

Mary Ellen Hazucha is the newly-assigned secretary to Attache Bob McConnell's Santo Domingo office. Mary Ellen, who was U.S. secretary in Bogota from 1965-67, is scheduled to leave for her new headquarters around March 1.

Attache Steve Stephanides journeyed from Tehran to Washington in early January for a busy two weeks. During the first part of his stay he was occupied with PL-480 activities, after which he had a week's consultation in FAS.

Krzysztof Wojchiechowicz, agricultural economic assistant to Attache Harold Champeau of Warsaw, resigned last month.

Recently on the promotion list was Mrs. Mavis Vermeulem, clerk in The Hague.

Zafirjo Zafiriadis, local agricultural assistant in Montevideo, was recently promoted.

Welcome to Herfried Hoyer, new local economist in Attache Tom Street's Paris office.

Antonio Falcao de Campos, local assistant in Attache Ford Milam's office in Lisbon, has resigned.

Art Rollefson, former attache in Copenhagen, has been assigned to the Sugar and Tropical Products Division as Chief, Special Studies Branch.

Bhornchai Kunalai, Bangkok's local marketing specialist, has received a promotion.

Bob Tetro, former attache in Rome, is now assistant to FAS Administrator Ray Ioanes.

Jose Reyes, local economic assistant in Attache Bob McConnell's shop in Santo Domingo, has resigned.

Acting Area Officer for the Western Hemisphere is Doug Crawford, recently returned from the Madrid attache post. Doug replaces Dalton Wilson, who has joined the staff of Ken Krogh, assistant administrator for export programs in FAS.



Former Assistant Attache **Glenn Samson**, who returned from an assignment in Brussels to become head of the Africa and Middle East Branch of the ERS Analysis Division, can vouch for the hazards of recreational activity in Virginia. Glenn recently indulged in some sledding with his lively young son, **Robert**, and ended up in the hospital with a broken ankle. He has now returned to his less strenuous desk activities in the South Building . . . but knowing Robert, it isn't hard to predict that one of these days he'll sell Dad on the fun one can have with skis.

Kinya Hatsuta, trade liaison assistant at the Tokyo Trade Center, recently received a promotion.

In New Delhi, **Dharam Vir Khosla** was also the recipient of a promotion. Dharam is an agricultural analyst in the shop of Attache **Jim Boulware**.

The **Norm Kallemeyns** made it home from Hong Kong, where he has been assistant agricultural officer, in time to celebrate Christmas in Brookings, South Dakota. Aside from snowstorms, below zero temperatures, and subject-to-change flight schedules, the occasion was a memorable one in that it marked the first reunion of all the Kallemeyns since 1962. Norm is presently in Washington for orientation and reassignment.

Mrs. Carol Manning, clerk-steno in the London office, recently resigned.

Secretary **Margaret Lynch** returned to Tokyo last month after a busy home leave. Margaret flitted here and there during her Stateside holiday—with her native Yonkers claiming a large portion of her time. As a finale, she visited in San Francisco and Hawaii before winging her way to the Far East . . . with a foray into some of California's shops the major aim. To quote Margaret, she went to California "to spend all the money left over at the end of home leave!"

Welcome to **Carlos Von-Cotthem**, new economist in Attache **Garth Thorburn's** Bogota office. He replaces **Jose Umana**, recently resigned.



ON THE CAMPUS AT JORHAT . . . When Assistant Attache and Mrs. Guy Haviland of New Delhi visited the Assam Agricultural University at Jorhat in late November as guests of Dr. Barooha, Vice Chancellor of the University, and Mrs. Barooha, they had the honor of participating in a tree-planting ceremony on the University campus. Here we have Betty Haviland deftly wielding a trowel, while Guy stands directly behind her awaiting his turn. Kneeling in the foreground, Ruth (age 11) and Scott Haviland (age 7) observe Mother's dexterity with watchful eyes. Standing in the rear (left to right) are Mrs. Barooha, Dr. Edmond Ford of the University of Missouri, June Haviland (age 12), Guy, and Dr. Barooha.

A welcome face around the South Building during the holidays was that of **Dale Farringer**, former area officer for the Western Hemisphere and one-time attache in Uruguay, who was home from Vietnam on three weeks R&R leave which he enjoyed with his family in Annandale, Virginia. He is now back at his Saigon headquarters. Dale is leading a hectic life these days, flying to the various provinces of the country with AID personnel and his Vietnamese counterpart, who is Director of Agricultural Economics and Statistics. Through these excursions by DC-3, he is able to report on the agricultural situation and make agricultural surveys. Visiting a typical small farm or being invited to tea gives Dale an opportunity to put into use his Vietnamese language study. In fact, we expect him to give us a few lectures on the fine points of pronunciation and grammar of this difficult language when he has completed this assignment!



TV TALENT IN THE CARIBBEAN . . . Down in Trinidad, Attache Bud Phillipsen (third from left) and Peter Pohl, marketing specialist from the IAPI office in Frankfurt, Germany, go into a huddle with a Port-of-Spain TV producer (extreme left) to work out arrangements for their appearance as guests on a TV show publicizing the merits of U.S. turkey. This was just part of the activity at the poultry promotion show presented through the Joint efforts of FAS/W and poultry market development cooperators last November in the Caribbean area. The gentleman on the right was host for Bud and Peter when they made their TV debut.

FROM NETHERLANDS TULIPS TO AN ARIZONA CACTI GARDEN

From the tulip fields in the cool moist climate of The Netherlands to the cacti plants of the Arizona desert is a long way—but retired Attache Horace Bolster has proved his gardening skill in both places. Since his retirement in 1963, he has demonstrated to Tucson gardeners that a real agricultural hand has no trouble at all in having the desert blossom like a rose right at one's doorstep. For the Bolster front lawn has become a miniature strip of desert, complete with Saguaro (Giant Cactus) and such exotic plants as green-limbed palo verde, red-flowered ocotillo, and the Southwest's famous "bird of paradise" cactus.

Horace's gardening ingenuity, however, has extended beyond the cacti realm. Looking through a glass wall partition in the Bolster home, a lush green garden can be enjoyed—boasting hibiscus plants in tubs on the patio, roses, camellias, dozens of potted chrysanthemums, grapefruit and orange trees, as well as herbs and other popular plants. Horace's desert plants shift for themselves, but the plants in this walled garden require lots of tender, loving care . . . an ingredient which Horace diligently provides. The annual sale sponsored by the Tucson Men's Garden Club (of which Horace is the immediate past president) offers Bolster-grown 'mums as a popular item.

Back in the days when ex-Attache Bolster was turning out agricultural reports from his posts in The Hague and Tehran, serving as an ag economist in FAS/W, or occupied

with the duties of European area officer, the names of the cacti clan were not part of his everyday vocabulary. Nowadays, however, his conversations are sprinkled with such horticultural items as cholla, prickly pear, hedgehog, strawberry, teddy bear, fishhook, and all the rest—and he may toss in catclaw acacia, ironwood, or the creosote bush in the manner of a native Arizonian instead of a lad from North Dakota!

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